

reaching people with a **great message** of **hope** and making a **positive difference** in the lives of those who listen...
that's **LIFE CHANGING RADIO**



106five
Rhema FM - Life Changing Radio

MediaKit
2011/2012

p: 5442 2833
f: 5442 2787
w: 106fivefm.com
a: PO Box 200
WOOMBYE Q 4559

Making a Splash!

How to make radio WORK

Outstanding Offer

Maximum Reach

FREQUENCY

Strong Call to Action

Great Placement

Creative Delivery

Station Compatible

The Sunshine Coast

Life Changing Radio

On-Air Name	106five Rhema FM
Frequency	106.5 FM
Postal Address	PO Box 200
Suburb/State/Post Code	WOOMBYE QLD 4559
Phone	07 5442 2833
Fax	07 5442 2787
Email	
www	www.106fivefm.com
Format	Family Adult Contemporary
Primary Station Area Coverage	Sunshine Coast
Demographic Profile of Station Audience	25+

The Sunshine Coast

Station Profile

106five broadcasts to the Sunshine Coast, one of Queensland's most important tourist destinations. It captures such popular areas as Noosa, Maroochydore/Mooloolaba and Caloundra City.

Caloundra is the southern gateway, Maroochydore the central business district and Nambour the traditional business and administration centre of the Sunshine Coast Region.

A consortium of business people started 106five Rhema FM on the Sunshine Coast in 1993 and began full-time broadcasting via a permanent licence in 2002.

106five reaches a population of over 400,000 people on the Sunshine Coast.

After 19 years, 106five continues to provide an uncompromised message of hope to the people of the Sunshine Coast and beyond.



WE PROVIDE

GREATRADIO

FRESH, positive and uplifting
GREAT music selection
MOTIVATING programs
EXCITING announcer segments
MOTTO - Life Changing Radio

GREATLISTENERSHIP

LOYAL and supportive listeners
LISTEN in from South of Noosa to Bribie Is.
ESTIMATED share in a weekly community
radio audience of 48,000*

DEMOGRAPHICS

Primary: 25+ families & couples
Secondary: 8 to 14 and 14 to 25 m/f

GREATFORBUSINESS

MAXIMUM five minutes of sponsorship each hour so
YOUR business won't get lost in the crowd!
COMPETITIVE cost-conscious sponsorship packages

GREATSOUNDINGSPOTS

PROFESSIONALLY scripted & produced sponsorship announcements
ACCESS to some of the best cap-city voiceover talent in Australia
WE can make YOUR spot stand out!

Sponsorship Rates

DAY	Breakfast	Morning	Afternoon	Drive	Evening	Night	BMAD	ROS	BTA
Monday	\$17	\$12	\$12	\$17	\$12	\$7	\$13	\$12	\$7
Tuesday	\$17	\$12	\$12	\$17	\$12	\$7	\$13	\$12	\$7
Wednesday	\$17	\$12	\$12	\$17	\$12	\$7	\$13	\$12	\$7
Thursday	\$17	\$12	\$12	\$17	\$12	\$7	\$13	\$12	\$7
Friday	\$17	\$12	\$12	\$17	\$12	\$7	\$13	\$12	\$7
Saturday	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12
Sunday	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12

Preferred Placement is plus 20% per spot

Scripting & Production

1 Voice

2 Voice

3 Voice

\$125

\$155

\$175

Command & Control

**Reach 111,000 Sunshine Coast listeners every month!*



ANNUAL PACKAGE

- **1,000 x BMAD spots | Campaign Specific**
- **1,000 x Best Time Available | 20 per week**
- **FREE: \$1,000 Fuel Card**
- **Production & Copywriting | 4 at no charge**

Duration	Value	Spots	Actual Investment
One Year	\$21,500.00	2,000 x 30 seconds	\$11,750[^]
Six Months	\$11,500.00	1000 x 30 seconds	\$9,125[^]
Quarter	\$6,500.00	500 x 30 seconds	\$5,775[^]

*McNair Ingenuity Radio Listenership Research Sydney July 2009, Monthly Cumulative Audience, Monday to Sunday, 5am to Midnight All People 15+.
[^] 50% deposit required upfront .Balance remaining payable 7 days prior to campaign air-date. Further sponsorship Terms & Conditions apply.

Reach & Frequency

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ANNUAL PACKAGE

- **728 x ROS spots | 2 per day/364 days**
- **364 x Best Time Available | 1 per day/364 days**
- **FREE: \$750 Officeworks Gift Card**
- **Production & Copywriting | 4 at no charge**

Duration	Value	Spots	Actual Investment
One Year	\$12,534.00	1,092 x 30 seconds	\$7,020[^]
Six Months	\$6,187.00	546 x 30 seconds	\$5,330[^]
Quarter	\$2,978.00	274 x 30 seconds	\$3,530[^]

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Image Builder

**Reach 111,000 Sunshine Coast listeners every month!*



ANNUAL PACKAGE

- **208 x ROS spots | 4 per week**
- **156 x Best Time Available | 3 per week**
- **FREE: \$500 Business Dining Voucher**
- **Production & Copywriting | 4 at no charge**

Duration	Value	Spots	Actual Investment
One Year	\$4,588.00	364 x 30 seconds	\$2,795[^]
Six Months	\$2,156.00	168 x 30 seconds	\$1,870[^]
Quarter	\$1,379.00	112 x 30 seconds	\$1, 325[^]

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Plantation Package

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SIX MONTH PACKAGE

- **504 x BMAD spots | 3 per day**
- **240 x Best Time Available spots | 1 per day**
- Must run over 168 consecutive days (6 months)
- Production & Copywriting | 2 at no charge

Value	Spots	Actual Investment
\$8,482.00	744 x 30 seconds	\$5,100[^]

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^ 50% deposit required upfront .Balance remaining payable 7 days prior to campaign air-date. Further sponsorship Terms & Conditions apply.

Weekender Plus

**Reach 111,000 Sunshine Coast listeners every month!*



13-WEEK PACKAGE

- **78 x ROS spots | 6 each Saturday**
- **78 x ROS spots | 6 each Sunday**
- **Must run over 13 consecutive weeks**
- **Production & Copywriting | 1 at no charge**

Value	Spots	Actual Investment
\$1,872.00	156 x 30 seconds	\$1,315[^]

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Big Breakfast Sponsor

**Reach 111,000 Sunshine Coast listeners every month!*



ANNUAL PACKAGE

- **3 x 15 second promotional credits each morning in Breakfast – Monday to Friday**
- **Production & Copywriting | 1 spot at No Charge**

Duration	Value	Spots	Actual Investment
One Year	\$7,925.00	780 x 30 seconds	\$3, 975[^]
Six Months	\$3,725.00	360 x 30 seconds	\$2, 795[^]
Quarter	\$2,525.00	240 x 30 seconds	\$1, 895[^]

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Business Starter

**Reach 111,000 Sunshine Coast listeners every month!*



THREE MONTH PACKAGE

- **144 x ROS spots | Campaign Specific**
- **144 x Best Time Available | 20 per week**
- **Production & Copywriting | 1 at no charge**

Value	Spots	Actual Investment
\$2,861.00	288 x 30 seconds	\$990 [^]

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106five MediaConnect

Opportunity for even greater exposure!



YOU FOCUS ON YOUR CORE BUSINESS...

RADIO

Local and National On-Air Campaigns
Local and National PR Campaigns
Access to Community and Commercial Radio
Access to Christian and Secular Radio
Spot Scripting and Production

TELEVISION

Local and National Television Campaigns
Local and National PR Campaigns
Access to Free-to-Air and Pay TV
Access to Christian and Secular Television
Television Commercial Production

PRINT

Access to Local, Regional and National Newspapers
Access to Christian and Secular Publications

ONLINE

Access to Local and National Established Online Sites
Access to Established Christian and Secular Sites

IT'S ALL BUSINESS

Local Area Marketing, Business Promotional Merchandise, Logo Design, Small to Large Format Printing, Website Design, Billboards, Branding, Business Cards, Letterhead etc. Don't see it here...just ask us.

LET US FOCUS ON THE GROWTH OF YOUR BUSINESS!

Sponsorship Enquiries

Our listeners are waiting to hear from you!



Sandy Sofo: 5442 2833
Tracey Blackburn: 5442 2833
June Primrose: 5442 2833

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